

Beyond Vendor Fairs: Partnering with Vendors to Engage End Users — Presented by William Mischo (University of Illinois); Susan Wald Berkman (Nova Southeastern University); Jalyn Kelley (IEEE); Nancy Linden (University of Houston) |2017 Charleston Conference Session Report|

By: [Christine Fischer](#)

Originally published in:

Fischer, C.M. Beyond Vendor Fairs: Partnering with Vendors to Engage End Users — Presented by William Mischo (University of Illinois); Susan Wald Berkman (Nova Southeastern University); Jalyn Kelley (IEEE); Nancy Linden (University of Houston). *Against the Grain*. 2018; 30(2): 64.

[Link to article on publisher's website.](#) PDF of final version of article posted with publisher's permission.

***© Katina Strauch. Made available courtesy of *Against the Grain*: <https://www.against-the-grain.com/toc/>

Abstract:

This session provided practical approaches to promoting library resources and services to students. After noting that there is often lack of end user participation in training sessions, Kelley commented on the successes experienced with her co-presenters in cooperatively organizing and conducting vendor fairs and events. Bringing students in to take advantage of opportunities that support their learning, research, publishing interests, and career plans led Mischo to partner with a professional society and other outside partners as the means of attracting participants. He also commented that serving on library advisory boards with publishers and societies yields benefits to libraries through input on pricing and platform features that can benefit users. Berkman outlined Power Publishing Day, an event with publishers and university faculty members presenting sessions on how to be published. Extensive marketing contributed to the success of this annual event, and the organizers looked at both successes and issues that arose on the day of the event to help inform future planning. Working with vendors on special programming showcased the libraries, provided collections awareness, and gave students an introduction to the scholarly and research community.

Keywords: library resources | library vendors | conference report

Article:

***Note: Full text of article below

Beyond Vendor Fairs: Partnering with Vendors to Engage End Users — Presented by **William Mischo** (University of Illinois); **Susan Wald Berkman** (Nova Southeastern University); **Jalyn Kelley** (IEEE); **Nancy Linden** (University of Houston)

NOTE: Nancy Linden did not present in this session.

Reported by **Christine Fischer** (University of North Carolina at Greensboro) <cmfische@uncg.edu>

This session provided practical approaches to promoting library resources and services to students. After noting that there is often lack of end user participation in training sessions, **Kelley** commented on the successes experienced with her co-presenters in cooperatively organizing and conducting vendor fairs and events. Bringing students in to take advantage of opportunities that support their learning, research, publishing interests, and career plans led **Mischo** to partner with a professional society and other outside partners as the means of attracting participants. He also commented that serving on library advisory boards with publishers and societies yields benefits to libraries through input on pricing and platform features that can benefit users. **Berkman** outlined Power Publishing Day, an event with publishers and university faculty members presenting sessions on how to be published. Extensive marketing contributed to the success of this annual event, and the organizers looked at both successes and issues that arose on the day of the event to help inform future planning. Working with vendors on special programming showcased the libraries, provided collections awareness, and gave students an introduction to the scholarly and research community.